

To : Sean Murray

From : D. Greenberg

Date : 28.06.95

Time : 12:00:47

Subject : PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

Sean: I discussed with Andy, and we think a note should make the following point. In the EU what can be on the pack in terms of warnings is strictly regulated by law. That is why the PMI statement refers to instances where we are voluntarily putting a warning on the pack. We do not put any voluntary warnings on packs in the EU because the issue is strictly regulated by law.

DIG

\*\*\* Forwarding note from SMURRAY --VCH0021A 28.06.95 10:59 \*\*\*

To: DGREENBE--VCH0021A D. Greenberg

2501210874.A

\*\*\* Resending note of 28.06.95 10:18

From: Sean Murray

To: SMURRAY --VCH0021A Sean Murray

2501210874.B

From: Sean Murray

Tel: (32 2) 287 8082

Subject: PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

FOR ATTENTION OF DAVID GREENBERG

David,

I presume you've seen the PMI Statement and Q&A below. Do you have any instructions for distribution.

I wonder whether the last Q&A saying that we are currently researching the ability to add the new "youth warning" label to packs reflects what we want to be saying at EU level. I've discussed this with both Thomas and Mike who also feel that this particular Q&A should be considered for its implications for this region even if at this stage it refers only to export cigarettes from the US.

Regards

Sean

To: JGOODHEA--VUS0212A Goodheart, Jan  
WBURRELL--VUS0212A Wendy Burrell  
SVIRENDR--VUS0212A Sunaina Virendra  
AOKONIEW--VUS0212A ANNE OKONIEWSKI  
CLEIBER --VUS0212A Cathy Leiber  
DDAVIES --VCH0021A David Davies  
DHARRIS --VHK0852A DONALD HARRIS  
KLINEHAN--VCH0021A Kathleen Linehan  
MPARSONS--VCH0021A Michael Parsons  
MWINOKUR--VUS0212A Matthew Winokur  
PMARBOIS--VCH0021A Pascal Marbois  
RYANO --VAU0002A Ryoko Yano  
SIMAI --VAU0002A Shinichiro Imai

AANDRADE--VUS0212A Andrade, Anthony  
LDUNBAR --VUS0212A Linda Dunbar  
AGONZALE--VUS0212A Aurora Gonzalez  
CGODDARD--VAU0002A Colin Goddard  
CRODRIG2--VUS0212A  
DGREENBE--VCH0021A D. Greenberg  
DSTAUNTO--VAU0002A DONNA STAUNTON  
MEGAWA --VAU0002A Michiko Egawa  
MPOTTORF--VUS0212A Mary Pottorff  
NWHITE --VAU0002A NERIDA WHITE  
RHODGSON--VAU0002A REG HODGSON  
SCARLSON--VCH0021A Stig Carlson  
SMURRAY --VCH0021A SEAN MURRAY

From: Betty Cho

PMI Public Affairs (ext. 9221)

Subject: PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

PMI Statement

To be used on an as need basis only -- country by country.

Philip Morris' worldwide policy is to ensure that our cigarettes are sold and marketed to adults only.

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